

Programming Action Plan

1. **Identify stakeholder groups and organizations that focus on diversity, equity, and inclusion work within your community:** These organizations will be able to provide guidance on what events to organize and possibly provide you with resources to organize events. This step is essential as you do not want to undermine the work being done by leaders from marginalized groups by bypassing them.
OR
If you do not identify any such organizations or groups, form a workgroup: The workgroup will focus on planning, promoting, executing, and managing programs that promote diversity, equity, and inclusion. This group should have representation from individuals from marginalized groups.
2. **Determine the program you wish to organize:** The organization/group you identify in the first step will play a large role in this process. Use the following factors to determine the type of program-
 - a. What are your desired outcomes?
 - b. How much money do you have available?
 - c. Who is your target audience?
 - d. Is this a unique program for your community/organization?
 - e. Is your program accessible and inclusive to the marginalized populations in your community/organization?
3. **Develop a working plan to organize, execute, and assess the program you have decided upon:** Your working plan should consist of the following-
 - a. The purpose/goal of your program.
 - b. The target audience of your program.
 - c. The membership of your team (it is essential that this group is primarily occupied by people from the group you are advocating for).
 - d. The roles and responsibilities of each member in your team (assign their roles based on the strengths of your team and reach out to other individuals to fill the roles that you do not have existing membership for). Some recommended positions on your team are:
 - Event Coordinator: This individual will coordinate the work being done by the members of your team.
 - Activities Coordinator: This individual will be responsible for coordinating the speakers and entertainers who are a part of the event.
 - Venue Coordinator: This individual will be responsible for coordinating the set-up, tear-down, and day-of program needs for the venue of your program.
 - Refreshments Coordinator: This individual will be responsible for coordinating the procurement, serving, and clearing of the refreshments provided at the program.
 - Equipment Coordinator: This individual will be responsible for the set-up, tear-down, and day-of program technological needs for the program.

- Graphic Design Coordinator: This individual will be responsible for designing all promotional material and background material for your program.
 - Marketing and Outreach Coordinator: This individual will be responsible for promoting your program, communicating with external entities, and managing press requests for your program.
- e. The financial resources available to you and a detailed budget on how you plan to utilize your funds (look into grants and fundraising).
- f. Create a facility and services checklist, this checklist should consist of-
- The location of the program. The following factors must be considered:
 - The number of attendees you wish to host.
 - The geographical accessibility of the location via public transit for people who do not have private means of transportation.
 - The physical accessibility of the location for people who are differently-abled.
 - The restroom facilities available to people who are a part of the transgender community.
 - The materials you require for the program (projector, microphone, lighting, stage, internet access, laptop, electrical cables, electrical cords, seating, check-in desk, podium, tables, etc.).
 - The food you require for the program. The following factors must be considered:
 - Do you have vegan options?
 - Do you have options that are diabetic-friendly?
 - Do you have options that are culturally diverse?
 - The staff you require for the program. The following categories must be considered:
 - Speakers, performers, and talent required for the event.
 - Staff to check people in at the event.
 - Staff to seat people at the event.
 - Staff to provide photography and videography services at the event.
 - Staff to serve food at the event.
 - Onsite technical support.
 - Onsite program execution staff who will coordinate the event needs and resolve problems if they arise.
 - Security for the event.
- g. Create a marketing and outreach checklist, this checklist should have the means to address-
- The creation of a logo.
 - Communicating with potential sponsors and funding sources.
 - Communicating with press inquiries and media outlets.
 - The creation and dispersion of social media pages/events.
 - The creation and dispersion of promotional material.
 - The creation and dispersion of television/radio marketing material.
 - The creation and dispersion of invitations.

- Photography and videography services for the day of the event for future promotional material.
 - h. A proposed timeline with steps to achieve your goal (small achievable goals with projected completion dates).
 - i. All the materials/services associated with the project must be reviewed by an oversight group/committee. This process will serve to eliminate potential cultural appropriation, cultural and racial insensitivity, lack of accessibility, hate, and bias.
4. **Assess the success of the program:** After you plan and execute your plan, assess the effectiveness of your program by sending out feedback surveys. Use the feedback you receive when planning your next program.